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ABSTRACT

A study was conducted to measure the role perceptions of the Georgia Extension Service in rural counties as viewed by three relevant sample groups: members of voluntary associations, leaders of the Harris County community, and professional County Extension Service personnel serving rural counties. Mailed surveys were answered by 69 voluntary association members and 37 county extension agents from 15 randomly selected non-standard metropolitan area (NSMA) counties. Twenty-eight community leaders were interviewed. Data were examined by groups and compared, making some trends apparent: (1) there continues to be very strong support for Extension serving agricultural clientele from all three groups; (2) all three groups support a broad view of the Extension Service's role in NSMA counties; (3) county extension agents had a broader view of the role of the Extension Service in NSMAs in terms of the importance of various services for senior citizens, neighborhood beautification, and recreational services; (4) Harris County community leaders seemed to be less informed about all of the Cooperative Extension Service Programs, especially some of the nontraditional programs, and did not feel that the Extension Service should provide assistance in the area of leadership; and (5) all groups saw a need for the Extension Service to become more involved with the community resource development program area in nonmetropolitan counties. Recommendations were made for the Extension Service to continue to serve farmers, farm families, and homemakers in rural counties but to broaden its traditional role in the rural nonfarm counties to serve all types of client groups and to base programs on the needs of county residents. (KC)

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Role Perceptions Of The Cooperative Extension Service In Non-Metropolitan Counties As Perceived By County Extension Agents, Voluntary Association Members and Community Leaders.

A Master's Report In Agricultural Extension Education

Submitted To

The College of Agriculture

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In Partial Fullfillment

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and

Master of Agricultural Extension

by

Mike Hayes

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CHAPTER 1

INTRODUCTION

In 1914, Congress passed the Smith-Lever Act. This act established a unique partnership between the United States Department of Agriculture, state land grant institutions, and local governments. This partnership formed the foundation of an educational effort known as the Cooperative Extension Service. All three levels of government, federal, state and local, contribute to the funding and programming of the Cooperative Extension Service. "The Cooperative Extension Service combines the resources of federal, state, and local governments and the resources of the land-grant universities in a comprehensive approach to help people confront and work toward solving local and community problems," (Vines and Anderson, 1976 p. 92)

As stated in the Smith-Lever Act of 1914 the basic purpose of the Cooperative Extension Service is:

> " ...to aid in diffusing among the people of the United States useful and practical information on subjects related to Agriculture and Home Economics and to encourage application of the same..." (Smith and Lever, 1914)

The Smith-Lever Act has been re-written several times since the original version was passed in 1914. These later versions changed Extension's role thus, making it broader

and more complex. Two new major program areas; 4-H and Youth and Community Resource Development have been added to the list of program responsibilities for the Extension Service.

With these additional program areas the list of clientele groups served by the Extension Service also expanded to include urban youth, low-income, and minority audiences. Part of this new direction was specifically aimed at better serving the needs of rapidly growing urban areas and other non-traditional audiences. "Extension is many different things to different people at different times." (Vines and Anderson, p. 226-227)

The Cooperative Extension Service has a unique educational mandate to serve all the people not enrolled in the state universities. The role of the Extension Service is to provide an informal, non-credit educational service to all the people of the United States. This is done by extending the resources of the universities, the United States Department of Agriculture, and other government agencies to the local people. County Extension personnel, university resource specialists, research personnel, and teaching faculty all help in the "Extension" of resources to people in the local community.

The Extension Service has always encouraged people to help themselves. Extension programs are flexible, and every effort is made to provide programs that meet local needs. Programming efforts are facilitated by involving local people in the decision making process when planning

extension programs. County Extension agents also live and work in their local communities, thus, making them more aware of local needs and more accessible by local clientele. By involving the county agent and local clientele in the program planning process, programs are designed which reflect the needs of the local community.

To adequately provide effective educational programs, each county Extension Service must be aware of the local situation. Earlier expansion of Extension Service efforts to serve urban areas was warranted by the rapid growth of urban areas. In the 1960's and 1970's other trends became apparent. "Dramatic news came in the 1970's, from 1970 to 1973, but Standard Metropolitan Statistical Areas grew in population by only 1.9%, while micropolitan areas grew 4.2%," (Vines, et. al. 1971). This decentralization taking place in the United States has implications for the Cooperative Extension Service and its programs.

Because of changes in society, the scope has broadened and additional Extension programs, based on research, have been developed. The need for the dissemination of research knowledge and the application of the knowledge to practical problems is as important now as it was in previous years. However, because of significant changes in the distribution and makeup of the nation's population, questions arise as to Extension's ability to maintain its broad base of services (Rohs, 1984).

In Georgia many rural areas are growing at a faster pace than are urban areas and some urban centers in Georgia have experienced decrease in population. Fewer people are now directly linked to Agriculture, which historically has been Extensions' major program area in rural counties. These individuals have been Extensions' primary audience and political support base in rural areas since the passage of the Smith-Lever Act of 1914. These shifts in population will influence the Georgia Extension Service's plans for the future.

Although farm productivity, has increased, the number of farmers in Georgia has decreased significantly in the past thirty years. Some counties however, have experienced an increase in the total number of part-time farmers. This has been the case in Harris County, Georgia. Between 1960 and 1978, the number of farms in Harris County declined from 507 to 251 while the average size farm increased from 230 acres in 1960 to 288 acres in 1978. The proportion of land in farms has dropped from 39.1 percent in 1960 to 24.3 percent in 1978. Harris County's farm population declined from 473 to 340 during the same period, (Brooks and Bachtel, 1983). Despite these changes, rural communities such as Harris County, continue to grow. This growth has occurred primarily in the rural non-farm segments of the population.

STATEMENT OF THE PROBLEM

There has been a rapid decentralization of people to rural counties, of which Harris County, Georgia would be an

example. Most of these individuals are not directly linked to production agriculture and are classified as rural non-farm residents. The Extension Service is mandated to take education to all the people of the state. Although residents of rural areas formed the primary clientele of the Extension Service until the recent past, efforts to reach urban audiences with extension programs are currently being considered. Rapid changes, now occuring in rural areas, suggest that the Extension Service re-evaluate its programming efforts in rural counties in order to better address the issues that are important to the residents of these counties. Since the Extension Service can not be "all things to all people", it is important to examine role perceptions of client populations as well as role perceptions of Extension personnel.

By examining role perceptions of Extension Service functions as perceived by specific audience and role perceptions of Extension personnel serving rural counties, the Extension Service can develop a clearer understanding of expectations that clientele have of the organization and, thus, be more efficient in serving the people.

PURPOSE OF THE STUDY

The purpose of study is to measure the role perceptions of the Georgia Extension Service in rural counties as viewed by three relevant sample groups. Specifically the objectives of this study are to:

1) Describe the role perceptions of the Cooperative Extension Service as these exist among members of various voluntary associations of Harris County.
2) Describe the role perceptions of the Cooperative Extension Service as these perceptions exist among certain positional leaders in the Harris County community.
3) Describe the role perceptions of the Georgia Extension Service as they exist among professional county Extension personnel serving rural counties.
4) Examine the significant differences using the nature of the existing relationships between the role perceptions of the three groups surveyed.
5) Give conclusions and make recommendations for purposive program planning.

In order for programs to be effective at the local level, Extension educational programs must be relevant to the needs of the local people. If significant differences in perceptions of the role exist between Extension personnel and local clientele ineffective programming tends to take place. Thus, the Extension Service may be delivering the inappropriate or non-functional programs to clientele in local communities.

Citizen involvement facilitates clientele understanding of the organization. Effective citizen involvement ultimately effects programming, legitimizes program efforts, and facilitates good public relations. "Providing such

groups the opportunity for continual input to the program determination process helps ensure that programs are effectively balanced between felt needs, emerging problems, and new knowledge," (Ladewig and Ebling, 1982 p. 23). By investigating the role perceptions of the Extension Service as perceived by specific audiences, valuable information will be obtained and can be utilized in planning and establishing effective programs for the 80's.

DEFINITION OF TERMS

Certain terms and phrases used throughout this study are defined below to aid the reader in understanding the meaning the author had in mind when using them.

Clientele: Those special interest groups of individuals who participate in or who could potentially benefit from the Georgia Extension Service educational programs and information.

Cooperative Extension Service: An outreach organization whose purpose is to provide informal education to the people of the United States in the broadly interpreted areas of Agriculture and Natural Resources, Community and Rural Development, Home Economics and Family Living, 4-H and Youth, and related subjects.

Metropolitan Statistical Area (MSA): A large population area and the surrounding counties which have a high degree of economic and social integration with the population nucleus.

Non-Metropolitan Statistical Areas: Those areas outside of the recognized MSA areas. Typically rural counties with little economic and social integration with large population centers.

Land Grant Institutions: A college or university set up for the purpose of teaching agriculture and the mechanical arts. The 1862 Morrill act provided land for the colleges and experiment farms.

County Extension Agents: A professional employee of the United States Department of Agriculture, a land grant college, and a local government.

CHAPTER II

REVIEW OF LITERATURE

The study of the role, function, and the purpose of the Cooperative Extension Service has been a major focus of investigation and interest by both Extension professionals and other social scientists. Studies have also been mandated by the United States Congress to help develop a clearer role definition for the Extension Service. Social scientists have studied the nature and scope of the Extension Service and have measured its effectiveness, along with Extension personnel who have studied various aspects of the Extension Service which are related to this organization's role in American Society. Developing countries have studied Extension's organization, structure, and role as a model for implementing similar programs in their own countries.

The first part of this chapter deals briefly with role theory and the remaining part of the chapter will be concerned with an examination of various role studies and their relationship to the mission of the Cooperative Extension Service.

Role Theory

Performing an individual role, is simply living up to the expectations that people have for persons holding that

position. Theodore Sarbin defined a role as a patterned sequence of learned actions performed by a person in an interaction situation. (Sarbin, 1954).

Role expectations are important to the person occupying a position that has a status. Roles are more likely to be linked to the position rather than to a person temporarily filling that position. Bennett and Tumin defined role as what the society expects of an individual occupying a given status. (Bennett and Tumin, 1948).

For the purpose of this study role is simply defined as a set of expectations as perceived by specific audiences. The study will deal with measuring the organizational role of the Extension Service in rural counties. It is necessary to point out that some overlap exists between individual Extension agents roles and the organizational role(s) that they occupy.

Role Studies

In 1968 a joint USDA-NASULGC Extension study committee issued a report, "A People and a Spirit." This report sought to define the appropriate organizational role of the Cooperative Extension Service for the next decade. The Committee's recommendations were based on data gathered from interviews with Extension administrators, Land Grant University presidents, the Secretary of Agriculture, Extension specialists, and county Extension personnel. It was the consensus of this group that there exists "A need for a more precise definition of the role of the Cooperative Extension

Service in relation to the university and the USDA," and that "future program emphasis should be broadened reaching additional clientele in both rural and urban areas." (Watts, 1968).

"A People and a Spirit" also identified a catalytic role for the Extension Service citing the need for the Extension Service to work with community groups by bringing them together to study community needs, thus being more responsive to local environments. In 1968, the joint USDA-NASULGC Extension study committee stated:

> "The local Cooperative Extension Service office should be a place where the individual citizen can obtain information about the total array of programs and services available from federal, state, and local agencies of government, including those of the land-grant universities and colleges." (Watts, 1968).

A referral function is implied in that statement. Another recommendation made by this committee was for the Extension Service to broaden its role in the areas of social and economic development that affect the quality of life.

In a more recent study 590 Extension employees and 61 community leaders in Georgia responded to a survey investigating programming issues facing Extension in the 1980's. Results from this survey indicate that Agricultural productions and marketing continues to be the most important program area effort of the Cooperative Extension Service in Georgia, (Rohs, 1983). Community Resource Development and Natural and Environmental Resources were listed as being least important of all program areas.

Christenson and Warner (1982) studied the Extension Service and proposed an assessment model for the agency by investigating who the Extension Service was serving. They found that the Extension Service has a broad role especially in rural areas. "Extension seems to serve a broad range of the general public, touching the lives of at least one quarter of the population. At the same time, Extension appears to reflect its historical mission of serving farmers and people in rural areas. While no major difference could be ascertained in specific social, economic, or demographic comparisions, clear occupational and locational variation is apparent in Extension Service." (Christenson and Warner, 1982).

Nolan and Lasley (1979) investigated Extension usage patterns of full-time farmers and small or part-time farmers. Nolan and Lasley report that if the trend in U.S. agriculture continues toward fewer family farms and more part-time farmers this could have significant implications for Extension's expected role. "If Extension takes as its principal concern the production of food and fiber, then working exclusively with large-scale commercial farms might be an appropriate choice. On the other hand, Extension could choose to focus its effort on farmers, regardless of their contribution to the total production of food and fiber." (Nolan and Lasley, 1979). Nolan et. al., (1979) indicated the need to fit Extension programs to the local situation so that the Extension Service could fulfill its role.

In a study of various social background factors of users and non-users of Extension programs in Kentucky. Christenson and Warner (1981) reported "No statistically significant differences existed between users and non-users on the basis of age, education, sex, income, race, marital status, length of residency, and employment status of men. Significant differences however existed between users and non-users of women on the basis on employment status, place of residence, whether the client was a farmer or not, and the size of the farm.

Christenson and Warner also surveyed users and non-users in specialized groups such as small farm operators, racial minorities, elderly, rural non-farm residents, and displaced homemakers were studied to see if Extension was meeting the challenge to serve these groups that have been identified in earlier research as under served or as a group with a special need. The survey results indicated that Extension is reaching slightly more females, a higher proportion of older people, and the same proportion of blacks that were present in the non-user category. Therefore they concluded that Extension was reaching these special audiences.

Lionberger and Pope pointed out that the high achievement of county agents can be explained by their performance of many roles. An exhaustive study of Extension roles was made by Lionberger and Pope. Several major roles were identified, they included: conveyors of information,

teacher-trainer, information funneler, facilitator, translator-adaptor, consultant, problem diagnostician, resource finder, objective observer, and client protector. In terms of importance they found that generally, Extension workers cite roles that were conducive to developing the managerial and problem solving skills of their clients first, and the role of conveyor of information second. No distinctions were made between clientele types or demographics of the communities served. Only role designations were made by the study.

Gallaher and Santopolo (1967) looked at the role of a county Extension agent in a different perspective. They suggested that an Extension agent works in a social system which consists of two parts: a knowledge center and a client group. They focused on the idea that Extension agents function as professional change agents, and considered only roles which linked the knowledge center to the client groups. They concluded that a change agent is expected to play, either singly or in combination, the roles of analyst, advisor, advocator, and/or innovator.

Studies Involving Specific Groups

J. D. George (1968) studied county agents views of Extension's role in North Carolina. County Extension Agents were asked whether the Extension Service should be an agricultural agency committed to helping those involved in the production and marketing of food and fiber or a general adult education agency for conducting diverse

education programs for all segments of society (farm, rural, non-farm, and urban).

George summarized his findings based on a continium representing a narrow definition on one end and a broad definition on the other end of the scale. Thirty-three percent of those responding felt that Extension's mission to be primarily agricultural, 38 percent had a moderate view, while 29 percent had a broad concept of the Extension Service's role.

Horne found both agreement and disagreement between county agents and county commissioners when he compared the two groups perceptions on the Extension Service. The two groups agreed on the objectives and the program areas of Extension. Horne, however, found significant differences in the perception of the various roles county agents should perform. County commissioners saw the Extension Service as a "farm agency" or through a narrow perspective, while county agents saw Extension as an agency with a broader scope, trying to meet the needs of all the people. County commissioners also felt that the Extension Service should provide information to people on specific farm and home problems while the county agents felt that it was important to train local leaders who could then help to provide the information to other people.

Kelly (1973) compared the perceptions of county commissioners from the fifteen rural counties and the fifteen urban counties in Florida. Kelly concluded that,

with a few exceptions, county commissioners had a favorable image of Extension and the relevancy of its programs and information regardless of whether they were in rural or urban areas.

Perkins studied the perception of the Virginia Extension Service by interviewing the city council members in cities of 50,000 or more. The city council members were unfamiliar with many of the programs the Extension Service offered that could benefit urban residents. However they felt that the Extension Service was relevant to meeting the needs of the people in cities. The city council members felt that the Extension Service's highest priority should be providing assistance to city residents with individual and social needs associated with urban living.

Moss (1974) studied community leaders perceptions of Extension in three small communities. Moss found that the leaders viewed the worth of the local Extension programs through an economic screen. When asked about which of ten programs areas the local Extension office was programming in most leaders named only a few. Those named were important to the economic health of their communities.

Moore (1962) interviewed county Extension program planning committee members to determine their perceptions of the Montana Extension Service. The committee members interviewed by Moore named youth development, improving agricultural efficiency, improving urban residents understanding of Extension, and the teaching of management of

natural resources as the four most important objectives for Extension. Planning committee members were relatively poorly informed concerning the organization of the Extension Service. Committee members also saw Extension as a service agency rather than an educational agency.

Extension In Urban Areas

Several studies have investigated the expansion of extension programs into urban areas.

Yep (1981) points out several differences between urban areas and rural areas. Yep states that urban Extension programming cannot operate under the same basic Extension philosophy, organizational structure, and program development process as in rural areas. For urban extension programs to be successful Yep recommends: an adequate organizational resource and research base be developed, staff be divided into subcommunities, a central office be designed to provide overall planning, coordination, and support services to smaller urban field offices, and a well organized publications and resource distribution center be established.

Paulson (1973) investigated the "Status of Extension's Urban Programming." Paulson surveyed the top Extension administrators at all fifty 1862 Land Grant institutions. Thirty-nine institutions responded, some with multiple responses for a total of 46 completed surveys from the middle management to the State Extension administrator level.

Paulson was unable to determine how much urban programming was being done. Paulson (1972) stated that "Until urban Extension has a developmental period comparable to agricultural Extension, with significant federal legislation and with a track record of universities extending their resources into the urban community, we can hardly expect urban Extension to match agricultural Extension's current level of effectiveness."

Harris (1970) projected a role for the Extension Service in urban communities. This study shows a need for more emphasis on tailor made programs to fit the urban situation. Harris recommended that Extension address problems in urban areas that are not traditionally served by the Extension research based information. This can be done only by having access to resources outside the traditional subject-matter areas of Cooperative Extension according to Harris.

Further recommendations by Harris included changes in personnel staffing and training programs. Harris suggests that in urban areas the Extension Service employ professionals with expertise in human development, recreation, sociology, psychology, educational media, and health education. He also suggests that Extension do some staffing of faculty with "urban" value orientations and skills requisite to understanding the urban social structure and types of educational programs needed. Further recommendations include that Extension do some retraining of

individuals that are presently assigned to urban areas so that they could more easily make the transition from agricultural orientation to a more wholistic approach to urban development. "If the Cooperative Extension Service is to continue to capably provide educational assistance to society, it too must change with society and societal needs," (Harris, 1970).

Bishop compared the role of the Extension Service by comparing the findings and recommendations from two major national reports. One issued in 1909 and the latter in 1968. Bishop feels that Extension must adapt to continue to be effective in its public service mission.

Bishop specifically pointed out the need for more emphasis by the Extension Service on developing human resources. "The increasing value of the human resource in our society implies some specific changes in program emphasis in Cooperative Extension." (Bishop, 1969). Bishop believes the recommendations of the 1968 study committee can only be achieved by broadening the role of the Extension Service to meet the needs of the general public.

Zurcher reported on Extension agents role from the professional psychologist viewpoint. "No one knows better than the Extension worker that his occupational role is broadening with every passing year," (Zurcher, 1966). Zurcher pointed out that the job of the Extension agent has been and still is in the process of changing.

No studies were found that measured the role perceptions of the Extension organization as perceived by voluntary association members in rural counties. Research on the Extension Service role in the changing rural areas is very limited.

HYPOTHESIS

In pursuit of the objectives of this study the following hypotheses are presented:

1) There is no association between the services offered by the Cooperative Extension Service, as indicated by Agents, and the services voluntary association members perceive the Cooperative Extension Service provides.
2) There is no association between the assistance county Extension agents and community leaders feel the Cooperative Extension Service should provide in their community.

CHAPTER III

METHODOLOGY

Population and Sample

This study uses data gathered in 1) interviews with community leaders in Harris County, Georgia 2) a questionnaire survey of voluntary association members in Harris County, Georgia and 3) a mail questionnaire survey of Extension agents (located in fifteen rural Georgia counties).

The study uses Harris County as an example of a rapidly changing rural county. Harris County serves this purpose well since it is relatively large in size, 473 square miles, and is sparsely populated with 15,464 people on the basis of the 1980 census. The population in 1980 represented a 26 percent increase over 1970 thus giving it a fast rate of growth during that time period. Much of the growth is direct mirgation from the neighboring Muscogee County metro area. No signficant growth can be directly attributed to agriculture and/or the forestry industry. This increase in population growth will be referred to as rural non-farm growth.

Sampling Procedure

A list of county organizations was obtained from the Department of Family and Children Services. The list contained organizations such as the American Business Women's Association, Kiwanis Clubs, Lion's Clubs, garden clubs and fraternal organizations. A purposive sample of twelve organizations was selected that would represent all social/ethnic groups and members of both sexes. Sixty nine members or 34 percent, responded to the survey.

The leadership sample was derived from a modified reputational/positional approach. Twenty eight individuals, were interviewed which included both appointed and elected local government leaders. These leaders included mayors and council members; the county manager and county commissioners; the school superintendent and school board members. Additional persons interviewed were selected from those in top leadership positions in the county Farm Bureau, American Legion, and other state governmental agencies.

Fifteen rural non-standard metropolitan area counties were randomly selected from a population of 122 rural counties. Although there are 125 NSMA counties in Georgia, Talieffero and Chattahooche counties have no county Extension personnel and were eliminated from the study. Harris County was eliminated because the author was stationed there. Figure 1 presents the location of

GEORGIA COOPERATIVE EXTENSION SERVICE DISTRICTS

Figure 1. Extension Administrative Districts.

all Georgia counties and their corresponding administrative areas. Of the 42 agents surveyed, 37 or 89 percent responded to the questionnaire.

The Instruments

Three separate instruments were used in gathering data for this study. The instruments are described below.

Harris County leaders, identified through the positional-reputational approach, were interviewed at length regarding 1) the role of the Extension Service in meeting the needs of the county, 2) legitimate areas of involvement for the local Extension office, and 3) additional services and/or roles for the Extension Service in Harris County. Because of the cooperative funding arrangement and programming utilized by the Extension Service indepth interviews of county leaders are especially appropriate. (See Appendix A).

Members of voluntary associations completed questionnaires similar to leaders survey. The questionnaires were designed to identify voluntary association member's perceptions of the Extension Service and to identify additional services and/or programs which they felt should be offered by the Extension Service in Harris County. Voluntary association members were asked to respond to the questionnaires based on their own personal experiences and perceptions, while county leaders had been asked to respond on the basis of their positions in the county. (See Appendix B).

County Extension Agents in rural (non SMA) counties were asked to complete the mail questionnaires. The Agent questionnaire was designed to measure the role perceptions of the Extension Service from the agent's individual perspective. Some questions similar to those used in the instruments were included so that comparisons could be made, (See Appendix C).

Analysis of Data

The questionnaires were pre-coded for computer tabulation. Upon receipt of the completed questionnaires they were examined for completeness by the researcher. Data were coded, entered into IBM coding forms and key punched. Data were analyzed using the Statistical Analysis System (SAS) of computer programs at the University of Georgia's Computer Center.

Statistical techniques employed included frequency distributions and percentages. Chi Square and Cramer's V was used to test the significance and strength of relationships between the independent and dependent variables. Although several items were included in each survey instrument this study sought to analyze a selected few relating to role perceptions and service delivery.

CHAPTER IV

Findings

Findings are presented regarding the role perceptions of the Cooperative Extension Service as stated by voluntary association members in Harris County, Harris County Community Leaders and county Extension agents in fifteen non-metro counties. Relationships regarding the role perceptions between the voluntary association members, the community leaders, and county agents surveyed are also presented.

Voluntary Association Member Data

One of the objectives of the study was to describe the role perceptions of the Extension Service as stated by members of various voluntary associations of Harris County.

Table 1 shows the responses to the question "which five services do you feel are most important to citizens of Harris County?" The five most important services indicated were: 1) youth development 55 percent, 2) water purity and pollution 52 percent, 3) activities for senior citizens 46 percent, 4) community development 42 percent, and 5) garden information 39 percent.

Voluntary association members were then asked to rank the three most important services out of five previously selected. After combining the three most important choices youth development ranked first with 45 percent, water

Table 1

Important Services to Harris County Citizens*

Service	Number	Percent
Activities for senior citizens	32	46
Child Care	15	22
Landscaping	3	4
Nutrition Information	24	35
Pet Care and Training	0	0
Soil Testing	19	28
Pest Control	13	19
Water Purity and Pollution	36	52
Neighborhood Beautification	10	15
Food Preservation	16	23
Home Repairs	12	17
First Aid Training	11	16
Youth Development	38	55
Recreation	12	17
Garden Information	27	39
Home Safety	8	12
Medical Self-help	17	25
Consumer Information	17	25
Community Development	29	42
Other Services	1	1

*Multiple Responses Allowed.

purity and pollution ranked second with 41 percent and activities for senior citizens ranked third with 25 percent.

Positional Leaders Data

Positional leaders in Harris County were asked to indicate types of assistance they felt the Extension Service should provide.

Eighty six percent of the positional leaders indicated education was an area where the Cooperative Extension Service could provide assistance. Seventy nine percent indicated the need for community improvement assistance followed by 71 percent indicating community beautification and 53 percent indicating health as areas the Cooperative Extension Service should provide assistance in. The majority of those responding felt the areas of housing, family living, constructive leisure time, assistance and guidance, protection, community hospitality, leadership, religion and transportation/communications were areas where services should not be provided by the Extension Service.

Table 3 shows the responses by leaders to the question: "Who do you feel are the appropriate clientele of the Cooperative Extension Service." Fifty two percent of the respondents indicated that everyone or all the people in the county are appropriate clientele for the Extension Service. Another 9 percent felt that the Extension Service should serve only agriculturally related clientele. Two

Table 2

Legitimate Areas of Involvement for the Extension Service as perceived by Leaders*

Area of Assistance	Yes	No
Housing	12	16
Health	15	13
Family Living	13	15
Constructive Leisure Time	7	21
Education	24	4
Assistance and Guidance	11	17
Protection	8	20
Community Hospitality	10	18
Leadership	13	15
Religion	--	28
Community Improvement	22	6
Transportation/Communications	5	23
Community Beautification	20	8

*Multiple Responses Allowed.

Table 3

Leader's Perceptions of Appropriate Clientele for the Extension Service*

Audience	Number	Percent
Everyone (all people in the county)	17	52
Only Agricultural Sectors	3	9
Youth	1	3
County Officials	1	3
Consumers	1	3
Development Leaders	1	3
Business Community	1	3
Parents	1	3
Homemakers	1	3
Gardners	1	3
Farmers	1	3
Schools	1	3
Did Not Answer	2	6
TOTAL	33	100

*Multiple Responses Allowed.

leaders did not respond. Eleven other client groups were identified only once, these included: youth, county officials, consumers, development leaders, business community, parents, homemakers, gardners, farmers, and schools.

In an open-ended question leaders were asked to name new roles or additional services that the county Extension Service could provide for Harris County. The responses varied. Responses included statements such as "No-they shouldn't spread themselves too thin", "should more aggressively promote agriculture", "none-doing a good job already", "need to make their programs better known", "more community involvement", "need higher profile of agents", and "need recreation programs".

Non-Metro County Extension Agent Data

The third objective of the study was to describe the role of the Cooperative Extension Service as perceived by County Extension Agents in fifteen non-metro counties.

Table 4 shows the agents' responses to the question: "Which five services do you feel are most important to residents of your county?" The five most important services indicated were: 1) garden information, 73 percent, 2) youth development, 68 percent, 3) soil testing, 65 percent, and 4) pest control, 51 percent, both nutrition information 49 percent and food preservation 49 percent ranked fifth.

Table 4

Importance of Services as Indicated by Agents

Service	Number	Percent
Activities for Senior Citizens	3	8
Child Care	2	5
Landscaping	5	14
Nutrition Information	18	49
Pet Care and Training	0	0
Soil Testing	24	65
Pest Control	19	51
Water Purity and Pollution	0	0
Neighborhood Beautification	0	0
Food Preservation	18	49
Home Repairs	2	5
First Aid Training	0	0
Youth Development	25	68
Recreation	2	5
Garden Information	27	73
Home Safety	0	0
Medical Self-help	2	5
Consumer Information	11	30
Community Development	10	27
Other Services	12	32

Agents were then asked to rank the three most important services out of the five perviously selected. After combining the three most important choices the agents ranked youth development first, 60 percent, and soil testing, 38 percent, second. Both pest control, 32 percent, and nutrition information, 32 percent, ranked third.

When asked to identify appropriate clientele groups of the Cooperative Extension Service, 100 percent felt that farmers, farm families, and homemakers were appropriate clientele of the Extension Service (Table 5).

The majority of the agents responding felt that garden clubs, agribusiness, low-income, civic/service, youth and county leadership groups were appropriate clientele groups for the Cooperative Extension Service. The least appropriate clientele groups were the elderly, minority and other agency personnel with only 73 percent of the agents indicating the elderly and minority groups as appropriate clientele and 62 percent indicating other agency personnel as an appropriate clientele group.

Table 5

Appropriate Client Groups as Perceived by Agents

Client Group	Number	Percent
Farmers	37	100
Farm Families	37	100
Homemakers	37	100
Garden Clubs	31	84
Agribusiness	36	97
Elderly	27	73
Minority Groups	27	73
Low-income Groups	32	86
Civic/Service Groups	30	81
Youth Groups	35	95
County Leadership	35	95
Other Agencies	23	62
Others		

Tests of Hypotheses

It may be recalled that the first hypotheses of this study states that there is no association between the importance of various services as perceived by County Extension Agents and Voluntary Association members. These services include activities for senior citizens, child care, landscaping, nutrition information, pet care and training, soil testing, pest control, water purity and pollution, neighborhood beautification, food preservation, home repairs, first aid training, youth development, recreation, garden information, home safety, medical self-help, consumer information and community development.

Tables 6 to 8 report the relationships, significant at the .001 level, and were found between the groups and importance of service. An examination of these tables indicates the first hypothesis can be partially rejected. Significant relationships were found between the groups, Voluntary Association members and County Extension Agents and the importance of activities for senior citizens, neighborhood beautification, and recreation. County Extension Agents felt that activities for senior citizens, neighborhood beautification and recreational services are of more importance to the community than did Voluntary Association members. Although significant relationships were found between the two groups and the importance of the services identified the strength of the relationships, Φ' = .311, .386 and .305 respectively, was moderate.

Table 6

Relationship Between Responses of Voluntary Association Members, County Extension Agents and Importance of Activities for Senior Citizens. (Percent in parenthesis)

Group	Mentioned Services	
	Yes	No
Voluntary Association Members	21 (19.6)	49 (45.8)
County Extension Agents	23 (21.5)	14 (13.1)

$\chi^2 = 10.341$ DF = 1 $P < .001$
$\Phi' = .311$

Table 7

Relationship Between Responses of Voluntary Association Members, County Extension Agents and Importance of Neighborhood Beautification Services. (Percent in parenthesis)

Group	Mentioned Services	
	Yes	No
Voluntary Association Members	21 (19.6)	49 (45.7)
County Extension Agents	26 (24.3)	11 (10.3)

$\chi^2 = 15.937$ DF = 1 P < .001

$\Phi' = .386$

Table 8

Relationship Between Responses of Voluntary Association Members, County Extension Agents and Importance of Recreation Services. (Percent in parenthesis)

Group	Mentioned Services	
	Yes	No
Voluntary Association Members	16 (14.9)	54 (50.4)
County Extension Agents	22 (20.5)	15 (14.0)

χ^2 = 14.160 DF = 1 P < .001

Φ' = .305

The second hypotheses of this study states that there is no association between the assistance County Extension Agents feel the Cooperative Extension Service should provide and the assistance community leaders feel the Cooperative Extension Service should provide. The kinds of assistance the study identified were in the areas of housing, health, family living, constructive leisure time, employment and job training, education, assistance and guidance, protection, community hospitality, leadership, religion, community improvement, marketing information, transportation and communication and beautification.

Only one significant relationship was found between the groups community leaders and County Extension Agents and the need for various kinds of assistance, thus partially rejecting the second hypotheses.

Table 9 reports the relationship, significant at the .01 level, between community leaders, County Extension Agents and the need to provide leadership assistance. County Extension Agents felt that the Cooperative Extension Service should provide assistance in the area of leadership while local community leaders did not. Although the relationship was significant between the two groups and the need for leadership assistance, the strength of the relationship, $\Phi' = .300$, was only moderate.

Table 9

Relationships Between Responses of Community Leaders, County Extension Agents and Need for Leadership Assistance.

Group	Should Provide Assistance	
	Yes	No
Community Leaders	13 (20)	15 (23.1)
County Extension Agents	28 (43)	9 (13.8)

$\chi^2 = 5.854$ DF = 1 P < .01

$\Phi' = .300$

Discussion

The findings from this study indicate that members of voluntary associations, community, and non-metro Extension agents feel that the Extension Service has many programs and services that are relevant to rural (non SMA) counties.

The first objective of this study sought to describe the role perceptions of the Extension Service as perceived by members of voluntary associations. Three of the five most important services named by the voluntary association members are services offered by the local Extension office. From this it is easy to see that voluntary association members feel that the Extension Service programs are relevant to Harris County. Several services offered by the Extension Service rated high in importance to the association members. From the five most important services offered the association members selected the three most important. Youth development, a major program thrust area for the Extension Service rated as the most important service offered according to the Harris County voluntary association members responses.

Over half of the Harris County leaders felt that the Extension Service should be assisting with education, community improvement, community beautification, and health issues. It is important to point out that 86 percent of the leaders surveyed felt that a legitimate assistance area for Extension is education, while community

improvement, and community beautification ranked 79 percent and 71 percent respectively as appropriate assistance areas. Fifty-two percent of the leaders in Harris County think that everyone or all the people in the county are appropriate clientele for the Extension Service while only nine percent felt that only the agricultural sector was appropriate clientele. Ten other client groups were also named by the leaders. These facts suggest that Harris County leaders have a broad view of Extension's role in their county. Non-traditional client groups mentioned by leaders included development leaders, business community, parents, schools, and county officials. Harris County leaders felt that new roles for the Extension Service should include community involvement and recreation programs. Again, this suggests that leaders view Extension's role as a general educational agency rather than strictly an agricultural agency.

Non-metro Extension agents surveyed rated services provided by the Extension Service the highest when asked the most important services offered to citizens in their county. When selecting appropriate client groups for Extension non-metro Extension agents rated all client groups at 62 percent or higher. Every agent surveyed (100 percent) felt that farmers, farm families, and homemakers were appropriate clientele for the Extension Service. These responses indicate that the agents have a broad view of the role for Extension in their county, with there being

absolutely no question about the appropriateness of the Extension Service in serving farmers, farm families, and homemakers.

The fourth objective of this study was to determine the relationships between the three groups surveyed. Although statistically significant relationships were found to exist between the Voluntary Association members, County Extension Agents and community leaders and the importance of specific services, the strengths of these associations are not strong. County Extension Agents viewed activities for senior citizens, neighborhood beautification and recreation services as more important then did Voluntary Association members. This would suggest that, from a role perspective standpoint, County Extension Agents have a broader view of the role the Cooperative Extension Service then do Voluntary Association members. A statistically significant relationship also existed between County Extension Agents and community leaders perceived need for leadership assistance provided by the Extension Service. County Extension Agents felt the Extension Service should provide assistance in the area of leadership, community leaders however, were less likely to indicate the need for leadership assistance.

Chapter V

Summary, Conclusions and Recommendations

Summary

The Georgia Extension Service is mandated to serve a large group of people with a seemingly endless list of programs and services to help them solve their individual and local problems. Informal, ongoing education for all people is the mission of the Georgia Cooperative Extension Service.

The Extension Service has been very effective in carrying out its mission in non-metropolitan counties over the past 70 years. This study and a vast amount of research supports the idea that Extension should serve rural residents. National studies mandated by congress along with research by Christenson and Warner, Harris, George, Kelly, and Perkins support the idea of Extension serving all people. Many of these studies pointed out changes that could be made by Extension so that they could better serve urban residents. However research is very limited on clearly defining the role for Extension in fast changing rural counties. Many of these counties, while still rural by most measurements, are not presently agricultural counties.

The rapid decentralization of people back into non-metropolitan counties is accounting for the rapid growth rates in some rural counties. If Extension is to continue to be effective in meeting the needs of rural residents in these fast changing counties role perception must be clearly defined. Extension cannot be "everything to everybody", they must meet the needs of the communities they serve.

The purpose of this study was to describe the role perceptions of the Georgia Extension Service in non-metropolitan counties, as perceived by voluntary association members, county leaders, and rural county agents. Relationships between the responses of the three groups were also studied.

Summary of Methodology

Sixty-nine Voluntary Association members in Harris County responded to a mail questinnaire. Twenty eight positional leaders in Harris County were interviewed to get their perception of the Extension Service. Thirty seven County Extension Agents from fifteen randomly selected non-metropolitan counties were surveyed to determine individual perceptions of the Extension Service role in their county. Data were analyzed by groups. Descriptive statistics such as frequency distributions and percentages, were computed to summarize the data regarding each groups perception of the Cooperative Extension Service. Chi-square (χ^2) test for independence

and Cramer's V (Φ') statistic for strength of association were calculated to describe and test the statistical hypotheses about relationships between groups.

From examining the responses of the three instruments some trends became apparent. There continues to be very strong support for Extension serving agricultural clientele from all three group responses. All three groups support a broad view of the Extension role in non-metropolitan counties. County Extension agents had a broader view of the role of the Extension Service in non-metropolitan areas in terms of the importance of various services for senior citizens, neighborhood beautification and recreational services. However Harris County community leaders seemed to be less informed about all the Extension programs, especially some of the non-traditional programs and did not feel that the Extension Service should provide assistance in the area of leadership. All groups saw a need for Extension to become more involved with the community resource development program area in non-metropolitan counties.

Conclusions

Extension programs must be relevant to the needs of the local people.

Extension must continue to serve agricultural clients but must also serve other rural non-farm residents.

Extension should be an informal adult and youth educational service.

Some voluntary association members and county leaders were not well informed about the total Extension programs.

County Extension Agents had a broader view of the role the Extension Service in terms of the types of programs and assistance it should provide than did community leaders.

County Extension Agents felt that such non-traditional services such as activities for senior citizens, neighborhood beautification and recreational were more important to local communities than did local voluntary association members.

Recommendations

1) Extension should continue to serve farmers, farm families, and homemakers in rural counties.

2) Extension should broaden its traditional role in the rural non-farm counties to serve all types of client groups.

3) Programs should be emphasized based on the needs of the county situation.

4) Extension agents in rural counties should give more program emphasis to community and rural development programs.

5) Further studies on Extension in rural non-farm counties is recommended.

APPENDIX A

LEADERSHIP

INTERVIEW SCHEDULE

Role Of The Cooperative Extension Service In _____ County

Department of Sociology

The University of Georgia

in conjunction with

COOPERATIVE EXTENSION SERVICE

Introduction

My name is _____ and I am involved in a survey of community leaders in order to determine their opinions regarding the function of the Cooperative Extension Service in _____ County.

The information we request from you is confidential and you, as an individual will not be identified. After each person's reports has been combined all names will be destroyed and numbers will be substituted for identification purposes.

We have tried to simplify this form wherever possible. In many cases your ideas and opinions are solicited and we hope that you will express these freely and openly. Also, please feel free to make any other comments that you feel are appropriate. We appreciate your thoughts, ideas and time.

Part I

1. Would you please name what you consider to be the most important services and/or resources that exist for the citizens of _____ _____ County.

   a. _____

   b. _____

   c. _____

2. Which individuals and/or groups do you believe are most responsible for delivering these services that you have just named?

   Individuals

   a. _____

   b. _____

   c. _____

   Groups

   a. _____

   b. _____

   c. _____

3. To your knowledge what kind of services can citizens of _____ County get from the Extension Service and its staff?

   a. _____

   b. _____

   c. _____

4. What additional services should your County Extension Service and its staff provide? Probe.

   a. _____

   b. _____

   c. _____

Part II

1. Which of the following services do you think are available to the residents of _____ County?

	None	Some	All
a. Agriculture, Natural Resources and Related Subjects	____	____	____
b. Home Economics	____	____	____
c. Youth Leadership	____	____	____
d. Community Development	____	____	____

2. Now, to the best of your knowledge, which of the following services are provided by the Cooperative Extension Service and if provided, please rank them along the following scale: Excellent, Good, Fair, Poor, Very Poor, and Don't Know if you are unfamiliar with the particular service.

	Not Provided	Provided E	G	F	P	VP	DK
a. Agriculture, Natural Resources and Related Subjects							
i. Agricultural information for farmers	_____	_	_	_	_	_	_
ii. Information for urban homeowners	_____	_	_	_	_	_	_
iii. Information for landscape planning	_____	_	_	_	_	_	_
iv. Information for home safety and sanitation	_____	_	_	_	_	_	_
v. Assistance in the development of outdoor recreation facilities	_____	_	_	_	_	_	_
vi. Soil tests	_____	_	_	_	_	_	_
vii.	_____	_	_	_	_	_	_
viii.	_____	_	_	_	_	_	_

Part II, # 2 continued

	Not Provided	Provided E	G	F	P	VP	DK
b. Home Economics							
i. Information about food	____	—	—	—	—	—	—
ii. Information about money management and consumer competency	____	—	—	—	—	—	—
iii. Information about family planning	____	—	—	—	—	—	—
iv. Programs for development of homemaking skills	____	—	—	—	—	—	—
v. Programs in purchase and care of home appliances and equipment	____	—	—	—	—	—	—
vi.	____	—	—	—	—	—	—
c. Youth Leadership							
i. Out-of-school youth programs	____	—	—	—	—	—	—
ii. Opportunities to develop leadership skills and abilities	____	—	—	—	—	—	—
iii. Opportunities for leadership training for limited resource groups	____	—	—	—	—	—	—
iv. Opportunities for young people to learn the value of work	____	—	—	—	—	—	—
v.	____	—	—	—	—	—	—
vi.	____	—	—	—	—	—	—
vii.	____	—	—	—	—	—	—
d. Community Development							
i. Information for citizens and leaders	____	—	—	—	—	—	—

Part II, # 4 continued

c. Youth Leadership

_____

_____

_____

d. Community Development

_____

_____

_____

5. Do you see any advantage in establishing contact with the county agent?

____Yes ____No

If Yes, Why? _____

_____

If No, Why not? _____

_____

6. During the past year, have you had any contact with the county agent?

____Yes ____No

Circumstances _____

_____

7. To the best of your recollection, have any of your friends, neighbors and/or associates had any contact with the county agent?

____Yes ____No ____Don't Know

Circumstances, if known _____

_____

_____

Part II, # 2 continued

d. Community Development (continued)	Not Provided	Provided E	G	F	P	VP	DK
ii. Assistance in mutual concern areas	_____	—	—	—	—	—	—
iii. Non-partisan involvement	_____	—	—	—	—	—	—
iv. Technical assistance to low-income groups	_____	—	—	—	—	—	—
v.	_____	—	—	—	—	—	—
vi.	_____	—	—	—	—	—	—

3. What kinds of assistance do you feel the Cooperative Extension Service should provide for people in your community? (Please check ✓ your choices.)

_____Housing	_____Education	_____Religion
_____Health	_____Assistance & guidance	_____Community improvement
_____Family living		
_____Constructive leisure time	_____Protection	_____Transportation & communication
	_____Community hospitality	_____Beautification
	_____Leadership	

4. Are there additional services that you can think of that you believe should be provided by the Cooperative Extension Service.

a. Agricultural, Natural Resources and Related Subjects

_____

_____

_____

b. Home Economics

_____

_____

_____

Part II continued

8. During the past year, have you had any contact with any other community service agency?

____Yes _____No

If Yes, kind of agency _____

_____

9. Now, let us look at our community, _____ County. What do you consider to be the most important needs and problems in the community as a whole?

Need or Problem	Rank
_____	____
_____	____
_____	____
_____	____
_____	____

Would you please rank these needs and problems you have just named in terms of their importance?

10. There are services and programs in the community and we would ask you to rank these along the following scale; Excellent, Good, Fair, Poor, Very Poor, or Don't Know if you are unfamiliar with the particular service.

	E	G	F	P	VP	DK
1. Employment opportunities	__	__	__	__	__	__
2. Vocational Educational Opportunities in High School	__	__	__	__	__	__
3. Voc. Ed. Opportunities at Post High School Level	__	__	__	__	__	__
4. Recreation for Adults	__	__	__	__	__	__
5. Recreation for Teenagers	__	__	__	__	__	__
6. Recreation for Pre-teenagers	__	__	__	__	__	__
7. Appearance of Industrial Areas						

10. Continued

	E	G	F	P	VP	DK
8. Appearance of Downtown	—	—	—	—	—	—
9. Organized Effort to Plan and Develop the Community	—	—	—	—	—	—
10. Housing Availability	—	—	—	—	—	—
11. Variety of Consumer Goods Available	—	—	—	—	—	—
12. Variety of Consumer Services Available	—	—	—	—	—	—
13. Fairness of Prices of Consumer Goods	—	—	—	—	—	—
14. Fairness of Prices of Consumer Services	—	—	—	—	—	—
15. Acceptance of Newcomers	—	—	—	—	—	—
16. Acceptance of college students	—	—	—	—	—	—
17. Acceptance of Change	—	—	—	—	—	—
18. Acceptance of Government Community Development Programs	—	—	—	—	—	—
19. Street Conditions	—	—	—	—	—	—
20. Downtown Parking	—	—	—	—	—	—
21. Traffic Conditions	—	—	—	—	—	—
22. Public Transportation	—	—	—	—	—	—
23. Garbage Collection	—	—	—	—	—	—
24. Garbage Disposal	—	—	—	—	—	—
25. Sewage Disposal	—	—	—	—	—	—
26. Water Supply	—	—	—	—	—	—
27. Fire Protection	—	—	—	—	—	—
28. Hospital Facilities	—	—	—	—	—	—
29. Airport Services	—	—	—	—	—	—
30. Law Enforcement in the city	—	—	—	—	—	—
31. Law Enforcement in County	—	—	—	—	—	—

Part II continued

11. Every community tends to have a particular "atmosphere" or "way of life" which sets it apart from other communities. Would you please characterize or describe this community in terms of:

a. Basic Attitudes or Values: _____

_____

b. Way of Life: _____

_____

c. Types of People: _____

_____

d. Other: _____

_____

_____

12. Returning to the Cooperative Extension Service and keeping in mind the services, programs, needs and problems of _____ County, can you think of any new roles for the county agent in: (Probe)

a. Providing Information: _____

_____

_____

b. Providing Technical Assistance: _____

_____

_____

c. Developing Leadership: _____

_____

_____

Finally, I would like to ask you some questions about yourself, not to identify you as a person, but in order to determine the opinion of broad classes of people.

Part III

ABOUT YOURSELF

1. Sex _____ 2. Race _____ 3. Age _____

4. What is the highest grade (or degree) you completed in school? (Please check ✓ one.)

_____8th grade or less
_____Some high school
_____High school graduate
_____Some college or special training beyond high school
_____College graduate (4 years)
_____Advanced college degree (Masters, Doctorate, etc.)

5. Residence: Do you live within the City of _____ _____, in the suburbs _____, or out in the County _____?

6. How long have you lived in _____ County? _____(Number of years)

7. If you have lived in _____ County for less than 10 years, then in what location have you spent the most significant part of your life?

_____Large city
_____Small town
_____Rural area, but not on a farm
_____On a farm

8. Have you ever participated in 4H or other Extension Leadership Programs?

_____Yes _____No

9. What is your main occupation and position (within an organization)? Do you have other economic involvements such as farming, landlord, business partner, etc.?

Occupation	Position-Organization
_____	_____
_____	_____
_____	_____

Part III continued

10. What is the nature of your job? _____

_____

11. Name your five closest associates (business, social, professional, political) and note their occupations and positions held in the community (if any).

	Name	Occupation	Position
a.	_____	_____	_____
b.	_____	_____	_____
c.	_____	_____	_____
d.	_____	_____	_____
e.	_____	_____	_____

APPENDIX B

VOLUNTARY ASSOCIATION
QUESTIONNAIRE

This questionnaire is part of a study concerning the contributions the Cooperative Extension Staff make to the _____County community. The questionnaire consists of a few general items about your background and more specific questions about your attitudes toward your community and its needs and the Cooperative Extension Service. There are no right or wrong answers; please, answer as candidly as possible. If you have any comments about individual questions or the questionnaire itself, feel free to write in the columns or on the page for "additional comments." To insure your anonymity, please do not write your name on the questionnaire.

PART I

1. Which five of the following services do you feel are of most importance to the citizens of _____County?

___activities for senior citizens
___child care
___landscaping
___nutrition information, economical meal planning
___pet care and training
___soil testing
___pest control
___water purity and pollution
___neighborhood beautification
___food preservation
___home repairs
___first aid training
___youth development
___recreation
___garden information
___home safety
___medical self-help
___consumer information
___community development
___other _____ (please specify)

2. Of those five services you indicated in question 1, which three do you consider to be the most important?

Rank in order of importance:

(1) _____

(2) _____

(3) _____

3. Listed below are a number of service-delivery organizations in the _____ County area. Which three do you feel are the most responsible for delivering the services you indicated in question 2?

___Adult Education Center
___Board of Commissioners
___ _____ County Planning Commission
___ _____ County Humane Society
___Recreation and Parks
___Housing and Community Development
___ _____ Community Council on Aging
___YMCA/YWCA
___Chamber of Commerce
___ _____ County Health Center
___Public Works Department
___ _____ County Cooperative Extension Service
___Human Resources
___Other _____ (please specify)

4. Which of the following services do you feel the Cooperative Extension Service provides the citizens of _____ County? Check as many as apply.

___activities for senior citizens
___child care
___landscaping
___nutrition information, economical meal planning
___pet care and training
___soil testing
___pest control
___water purity and pollution
___neighborhood beautification
___food preservation
___home repairs
___first aid training
___youth development
___recreation
___garden information
___home safety
___medical self-help
___consumer information
___community development
___other _____ (please specify)

PART II

1. Which of the following services do you think are now available to the residents of _____ County?

	Available	Somewhat Available	Not Available
a. Agriculture, Natural Resources, and Related Subjects	_____	_____	_____
b. Home Economics	_____	_____	_____
c. 4-H and Youth Work	_____	_____	_____
d. Community Development	_____	_____	_____

2. Now, to the best of your knowledge, which of the following services are provided by the Cooperative Extension Serivce? If provided, please rank them along the following scale: E - Excellent, G - Good, F - Fair, P - Poor, VP - Very Poor and DK - Don't Know. If you are unfamiliar with the service or don't know about the quality of service, check the DK category.

	Not Provided	Provided E	G	F	P	VP	DK
a. Agricultural, Natural Resources and Related Subjects							
(1) Agricultural information for farmers	___	_	_	_	_	_	_
(2) Information for urban homeowners	___	_	_	_	_	_	_
(3) Information for landscape planning	___	_	_	_	_	_	_
(4) Assistance in development of outdoor recreation facilities	___	_	_	_	_	_	_
(5) Soil tests	___	_	_	_	_	_	_

	Not Provided	Provided E	G	F	P	VP	DK
b. Home Economics							
(1) Information about food	___	—	—	—	—	—	—
(2) Information about money management and consumer competency	___	—	—	—	—	—	—
(3) Information about family planning	___	—	—	—	—	—	—
(4) Programs for development of homemaking skills	___	—	—	—	—	—	—
(5) Programs in purchase and care of home appliances and equipment	___	—	—	—	—	—	—
c. 4-H and Youth Work							
(1) Out-of-school youth programs	___	—	—	—	—	—	—
(2) Opportunities to develop leadership skills and abilities	___	—	—	—	—	—	—
(3) Opportunities for leadership training for limited resource groups	___	—	—	—	—	—	—
(4) Opportunities for young people to learn the value of work	___	—	—	—	—	—	—
d. Community Development							
(1) Information for citizens and leaders	___	—	—	—	—	—	—
(2) Assistance in mutual concern areas	___	—	—	—	—	—	—
(3) Non-partisan involvement	___	—	—	—	—	—	—
(4) Technical assistance to low-income groups	___	—	—	—	—	—	—

3. What kinds of assistance do you feel the Cooperative Extension Service <u>should</u> provide for people in your community? Please check as many areas as you feel are important.

___Housing	___Education	___Religion
___Health	___Assistance & Guidance	___Community Improvement
___Family Living	___Protection	___Transportation & Communication
___Constructive Leisure Time	___Community Hospitality	___Beautification
___Employment & Job Training	___Leadership	

4. Are there additional services that you can think of that you believe should be provided by the Cooperative Extension Service?

a. Agricultural, Natural Resources and Related Subjects

_____

_____

_____

b. Home Economics

_____

_____

_____

c. 4-H and Youth Work

_____

_____

_____

d. Community Development

_____

_____

_____

5. a. During the past year have you had any contact with the county extension staff:

_____Yes _____No

b. If "yes" what was the nature of the contact? Please check as many as apply.

___Radio	___Newsletter	___Fair or other exhibit
___TV	___Telephone Call	___Special interest clubs
___Newspaper	___Visit by you	___Personal visit by member
___4-H Club	___Home Economics	of the extension staff
___Other	Club	

_____
(please specify)

Overall, how satisfied were you with the assistance provided by the county extension staff?

___Very satisfied ___Satisfied ___Dissatisfied ___Very Dissatisfied

6. To the best of your knowledge, have any of your friends, neighbors and/or associates had any contact with the county extension staff?

_____Yes _____No

7. Concerning our community, _____County, what do you consider to be the most important needs and problems in the community as a whole?

Need or Problem:	Rank
_____	____
_____	____
_____	____
_____	____

Please rank these needs and problems you have just named in terms of their importance.

8. There are a variety of services and programs available to the citizens of the _____ County Community. At this time, we would ask you to rank those listed in terms of the following scale: E - Excellent, G - Good, F - Fair, P - Poor, VP - Very Poor, and DK - Don't Know.

	E	G	F	P	VP	DK
a. Employment opportunities	—	—	—	—	—	—
b. Vocational educational opportunities in high school	—	—	—	—	—	—
c. Recreation for adults	—	—	—	—	—	—
d. Recreation for teenagers	—	—	—	—	—	—
e. Recreation for pre-teenagers	—	—	—	—	—	—
f. Appearance of industrial areas	—	—	—	—	—	—
g. Appearance of downtown	—	—	—	—	—	—
h. Organized effort to plan and develop the community	—	—	—	—	—	—
i. housing availability in _____ County	—	—	—	—	—	—
j. Variety of consumer goods available	—	—	—	—	—	—
k. Variety of consumer services available	—	—	—	—	—	—
l. Fairness of prices of consumer goods	—	—	—	—	—	—
m. Fairness of prices of consumer services	—	—	—	—	—	—
n. Acceptance of newcomers	—	—	—	—	—	—
o. Acceptance of change	—	—	—	—	—	—
p. Acceptance of government community development programs	—	—	—	—	—	—
q. Road and highway conditions	—	—	—	—	—	—
r. Downtown parking	—	—	—	—	—	—

	E	G	F	P	VP	DK
s. Traffic conditions	—	—	—	—	—	—
t. Public transportation	—	—	—	—	—	—
u. Garbage collection	—	—	—	—	—	—
v. Garbage disposal	—	—	—	—	—	—
w. Water supply	—	—	—	—	—	—
x. Fire protection	—	—	—	—	—	—
y. Hospital facilities	—	—	—	—	—	—
z. Airport services	—	—	—	—	—	—
aa. Law enforcement in city	—	—	—	—	—	—
bb. Law enforcement in _____ County	—	—	—	—	—	—

PART III

ABOUT YOURSELF

This last section contains some questions about yourself. The purpose is not to identify you as an individual, but to determine the opinions of broad classes of people.

1. Personal information:

   a. Sex ___Male ___Female
   b. Race _____
   c. Age last birthday _____
   d. Marital status ___Married
      ___Divorced, Separated
      ___Single
   e. Number of children _____
   f. Level of education:
      ___8th grade or less
      ___Some High School
      ___High School graduate
      ___Some college or special training beyond High School
      ___College graduate (4 years)
      ___Advanced college degree (Master's, Ph.D., M.D., etc.)

2. What is your annual income?

   ___less than $5000
   ___$5000 to $9000
   ___$10,000 to $14,000
   ___$15,000 to $19,000
   ___$20,000 or more

3. What is your current occupation? Please be as specific as possible.

   _____

4. How would you characterize the area in which you are currently residing?

   ___rural/farm ___rural/nonfarm ___suburb ___city

5. How many years have you lived in _____ County?

   ___less than 5 years
   ___ 5 to 9 years
   ___10 to 14 years
   ___15 to 19 years
   ___20 to 29 years
   ___30 years or more, but not all my life
   ___all my life

6. If you have not lived in _____ County all your life, how would you best describe the area in which you spent a significant portion of your life?

___rural/farm ___rural/nonfarm ___suburb ___city

7. Have you ever participated in 4-H or other Extension Leadership Programs?

_____Yes _____No

a. If yes; are you currently holding a leadership position in this organization?

_____Yes _____No

b. If no; have you ever held a leadership position in this organization?

_____Yes _____No

c. For those who have answered "yes" to either of the above questions--Have you ever contacted the county extension staff for help in developing a program or to present a demonstration?

_____Yes How satisfied were you with their assistance?
___Very satisfied
___Satisfied
___Unsatisfied
___Very unsatisfied

_____No

8. Returning to the Cooperative Extension Service, can you see any advantage in establishing contact with the county extension staff?

_____Yes _____No

Please use the space below to explain your answer:

_____

_____

_____

_____

_____

9. Keeping in mind services, program needs and problems of the _____ County community, can you think of any new roles for the county extension staff in

a. Providing information: _____

_____

_____

b. Providing technical assistance: _____

_____

_____

c. Developing leadership: _____

_____

_____

ADDITIONAL COMMENTS

THANK YOU FOR YOUR PARTICIPATION!

APPENDIX C

COUNTY AGENT

QUESTIONNAIRE

1. Which five of the following services do you feel are of most importance to the residents of your county?

___activities for senior citizens
___child care
___landscaping
___nutrition information, economical meal planning
___pet care and training
___soil testing
___pest control
___water purity and pollution
___neighborhood beautification
___food preservation
___home repairs
___first aid training
___youth development
___recreation
___garden information
___home safety
___medical self-help
___consumer information
___community development
___other_____ (please specify)

2. Of those five services you indicated in question 1, which three do you consider to be the most important? (Please rank in order of importance.)

(1)_____
(2)_____
(3)_____

3. Which of the following services does the Cooperative Extension Service provide the residents of your county? Check as many as apply.

___activities for senior citizens
___child care
___landscaping
___nutrition information, economical meal planning
___pet care and training
___soil testing
___pest control
___water purity and pollution
___neighborhood beautification
___food preservation
___home repairs
___first aid training
___youth development
___recreation
___garden information
___home safety
___medical self-help
___consumer information
___community development
___pesticide training
___agricultural production information
___marketing information
___agricultural economics
___other_____ (please specify)

4. What kinds of assistance do you feel the Cooperative Extension Service <u>should</u> provide for people in your county? Check as many as apply.

___Housing
___Health
___Family Living
___Constructive leisure time
___Employment & Job Training
___Education
___Assistance & Guidance
___Protection
___Community hospitality
___Leadership
___Religion
___Community improvement
___Marketing information
___Transportation & Communication
___Beautification
___Pesticide training
___agricultural production information
___agricultural economics

5. In your opinion, how effective have Cooperative Extension Service programs been for residents and communities in your county? (Place a check___in the column which comes closest to expressing your opinion.)

	Very High	High	Moderate	Low	Very Low
Housing	___	___	___	___	___
Health	___	___	___	___	___
Family Living	___	___	___	___	___
Constructive Leisure Time	___	___	___	___	___
Employment & Job Training	___	___	___	___	___
Education	___	___	___	___	___
Assistance & Guidance	___	___	___	___	___
Protection Services	___	___	___	___	___
Community Hospitality	___	___	___	___	___
Leadership	___	___	___	___	___
Religion	___	___	___	___	___
Community Improvement & Planning	___	___	___	___	___
Transportation & Communication	___	___	___	___	___
Beautification	___	___	___	___	___
Agriculture	___	___	___	___	___

6. Are there additional services that you can think of that you believe should be provided by the Cooperative Extension Service?

a. Agricultural, Natural Resources and Related Subjects: _____

_____

_____

b. Home Economics: _____

_____

_____

c. 4-H and Youth Work: _____

_____

_____

d. Community Development: _____

_____

_____

7. In working with people in your county, how effective have the following methods been?

	Very High	High	Moderate	Low	Very Low
Personal visits to clients	___	___	___	___	___
Office visits from clients	___	___	___	___	___
Personal letters	___	___	___	___	___
Telephone calls	___	___	___	___	___
Bulletins & Leaflets	___	___	___	___	___
Newsletters	___	___	___	___	___
Newspapers	___	___	___	___	___
Radio	___	___	___	___	___
Television	___	___	___	___	___
Contact with clubs/associations	___	___	___	___	___
Fairs	___	___	___	___	___
Meetings, demonstrations, etc.	___	___	___	___	___
Special interest classes, short courses, etc.	___	___	___	___	___
Contact with church organizations	___	___	___	___	___
Contact with civic and service organizations & clubs	___	___	___	___	___
Contact with public agencies	___	___	___	___	___
Contact with county leadership	___	___	___	___	___
Farm/Agribusiness tours	___	___	___	___	___

8. What do you feel are the major needs and problems in your county as a whole and rank them in order of importance?

_____ 1st

_____ 2nd

_____ 3rd

_____ 4th

_____ 5th

9. In your position, how often do you have contact with the following groups?

	Very Frequently	Frequently	Occasionally	Seldom	Never
Farmers	___	___	___	___	___
Farm families	___	___	___	___	___
Homemakers	___	___	___	___	___
Garden Clubs	___	___	___	___	___

9. (Continued)

	Very Frequently	Frequently	Occasionally	Seldom	Never
Elderly	___	___	___	___	___
Civic/service clubs	___	___	___	___	___
Youth groups	___	___	___	___	___
Minority groups	___	___	___	___	___
Low-income groups	___	___	___	___	___
County leadership	___	___	___	___	___
Other agencies	___	___	___	___	___
Agribusiness	___	___	___	___	___
Others (please specify)					
_____	___	___	___	___	___
_____	___	___	___	___	___
_____	___	___	___	___	___

10. Which of the following groups do you feel are the appropriate clientele of the Cooperative Extension Service and its agents? Check as many as apply.

___Farmers
___Farm families
___Homemakers
___Garden clubs
___Agribusiness
___Elderly
___Minority Groups
___Low-income groups
___Civic/service clubs
___Youth groups
___County leadership
___Other agencies
___Others (specify)
_____
_____
_____

11. In your opinion, does the Cooperative Extension Service have a role to play in urban areas?

___Yes ___No

12. If yes, what is that role?_____

_____

_____

_____

_____

13. If no, why not?_____

_____

_____

_____

_____

This last section contains some questions about yourself. The purpose is not to identify you as an individual, but to determine the opinions of broad groups of individuals. To assure your anonymity, please do not put your name on the questionnaire.

1. Sex: ___Male ___Female

2. How old were you on your last birthday? _____

3. Where do you spend most of your life prior to entering the Extension Service?

   _____In a large city _____In a rural area but not on a farm

   _____In a small town _____On a farm

3. Please indicate the degree(s) you have earned, your major subject-matter area, any minor areas of concentration, and year degree was conferred:

Degree	Major	Minor	Year degree conferred
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

4. How many years have you been in Extension work? _____

5. How many years in your present county? _____ (if applicable)

6. How many years in your present job? _____

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